

URBAN/MUNICIPAL

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Ethnic Population Information
For Use By
Business Improvement Area
Associations



FOR ACTION

FROM: Planning and Development Department DATE: September 4, 1987
TO: Planning and Development Committee FILE NO.: P-5-4-37
ATTENTION: V. J. Abraham

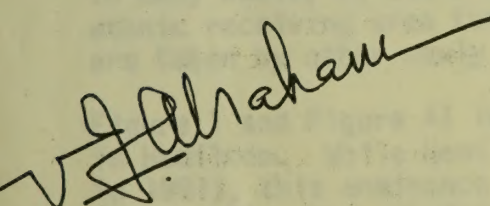
SUBJECT

Ethnic Commercial Villages

RECOMMENDATION

That the Planning and Development Committee recommend to Council:

- i) That the Community Development Department use the ethnic population information in this report to assist Business Improvement Areas to capitalize on the promotional benefits of their ethnic businesses and surrounding ethnic populations;
- ii) That the Community Development Department continue to assist groups to establish Business Improvement Areas, and in areas of ethnic business concentrations, undertake other appropriate actions to improve and promote ethnic commercial villages; and,
- iii) That the Regional Economic Development Department promote these ethnic commercial villages as tourist attractions.


V. J. Abraham, M.C.I.P.
Director of Local Planning

J. D. Thoms, M.C.I.P.
Commissioner
Planning and Development

EXPLANATORY NOTE

Ethnic commercial villages, that is, groups of commercial businesses serving ethnic groups, are located in a number of areas in the City. They are an important resource to the community that reflects the varied multi-cultural heritage of Hamilton. These "villages" should be enhanced and promoted through existing City and Regional programs.

BACKGROUND

A request to investigate the feasibility of establishing international villages in the City of Hamilton was made at the Regional Economic Development and Planning Committee on February 10, 1986. This was endorsed by the Committee and staff was requested to report on the feasibility.

A similar request was made to the City of Hamilton Planning and Development Committee on February 12, 1986. The City's Committee requested the Local Planning Branch of the Regional Planning and Development Department to undertake the international village study.

This report examines the role of municipal involvement in the establishment of ethnic commercial villages.

OVERVIEW - ETHNIC CONCENTRATION

Historically, concentrations of ethnic populations occur when newly arriving immigrants choose to locate in areas of the city where their family, friends and ethnic serving businesses and associations are readily available. These support services provide a useful network that can assist immigrants in establishing themselves in the community.

Frequently these ethnic receiving areas are located in the central portion of the city where accommodation costs are lower and accessibility to goods, services and employment opportunities are highest.

In many cases, as the ethnic groups become established, they leave the ethnic receiving area for other parts of the city. Often their places are taken by other newly arriving ethnic groups.

Figure 1 and Figure A1 in the Appendix show the ten largest ethnic groups in Hamilton. While Hamilton's ethnic character is largely British (52% in 1981), this dominance has declined considerably since 1951 (67%) (Figure 2). The ethnicity of the remainder of the City's population is very diverse with only one other ethnic group (Italian) comprising more than 4% of the total population.

Figure 1

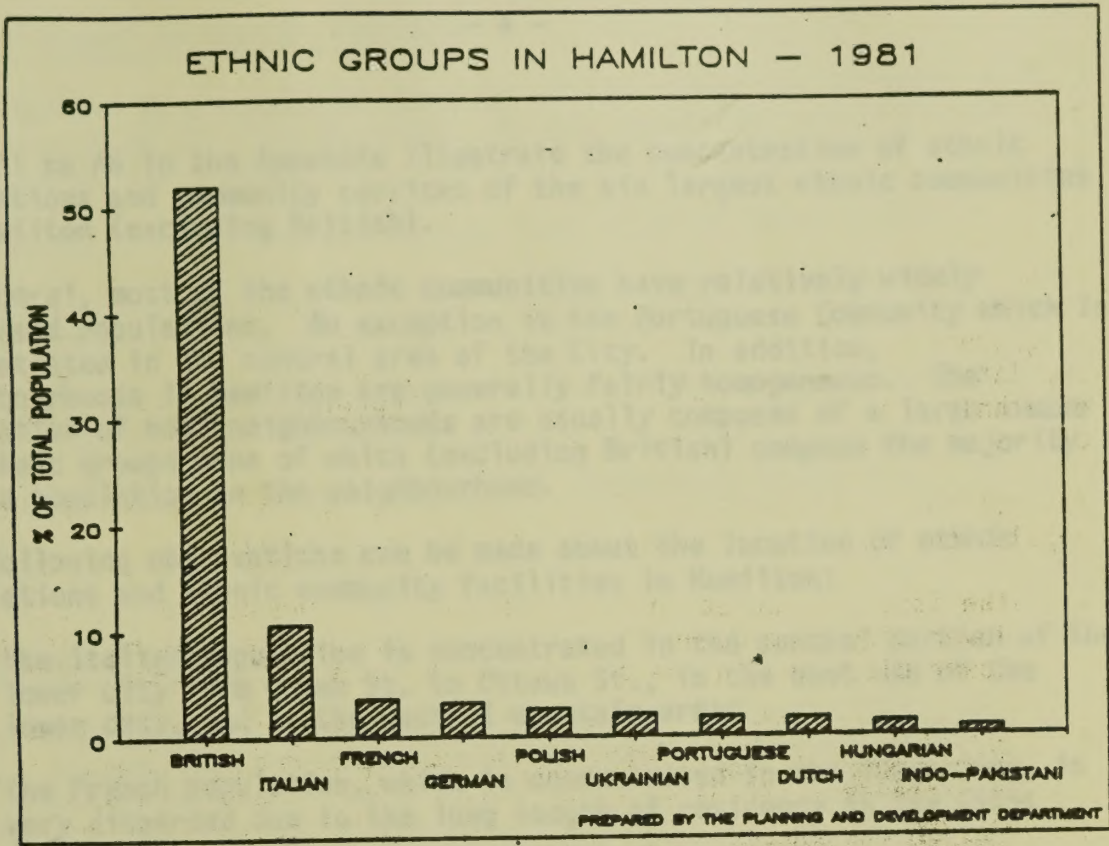
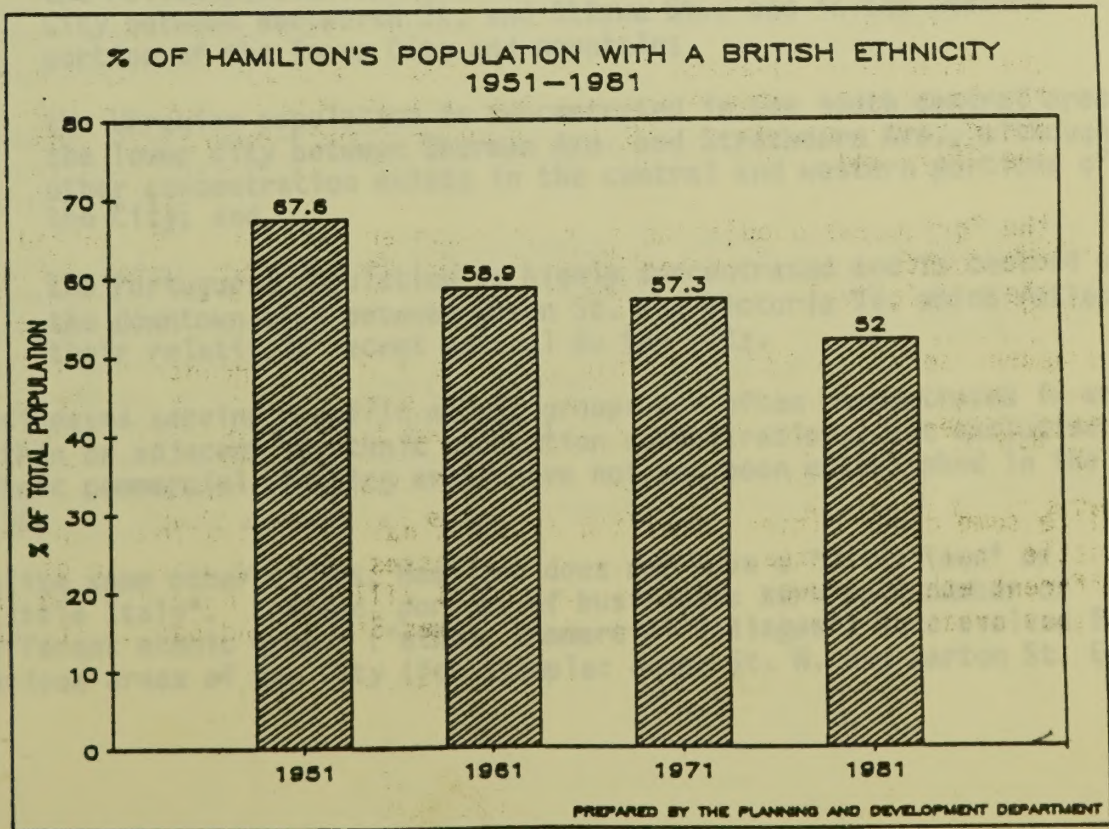


Figure 2



Maps A1 to A6 in the Appendix illustrate the concentration of ethnic populations and community services of the six largest ethnic communities in Hamilton (excluding British).

In general, most of the ethnic communities have relatively widely dispersed populations. An exception is the Portuguese Community which is concentrated in the central area of the City. In addition, neighbourhoods in Hamilton are generally fairly homogeneous. The population of most neighbourhoods are usually composed of a large number of ethnic groups none of which (excluding British) compose the majority of the population in the neighbourhood.

The following observations can be made about the location of ethnic populations and ethnic community facilities in Hamilton:

- the Italian population is concentrated in the central portion of the lower city from Queen St. to Ottawa St., in the east end of the lower city, and in the central mountain area;
- the French population, which is concentrated in the lower City, is very dispersed due to the long length of residency in the City;
- the German population is centred in the south-west end of the lower city, although pockets of concentrations exist in a number of other locations of the City, reflecting this groups relatively long residence in the City;
- the Polish population is located in the central portion of the lower City between Wentworth St. and Ottawa St., and in the western portion of the lower City and mountain;
- the Ukranian population is concentrated in the south central area of the lower city between Sherman Ave. and Strathearn Ave., although other concentration exists in the central and western portions of the City; and,
- the Portuguese population is highly concentrated and is centred on the downtown area between Queen St. and Victoria St. which reflects their relatively recent arrival to the City.

Businesses serving specific ethnic groups are often concentrated in areas within or adjacent to ethnic population concentrations, but exclusive ethnic commercial shopping areas have not yet been established in the City.

Unlike some other cities, Hamilton does not have a "China Town" or "Little Italy". Instead, pockets of businesses serving a number of different ethnic groups ("ethnic commercial villages") have evolved in various areas of the City (for example: James St. N. and Barton St. East).

BENEFITS OF ETHNIC COMMERCIAL VILLAGES

The promotion and improvement of existing ethnic commercial villages will provide a number of benefits to ethnic groups, commercial areas and the City as a whole, including:

- increasing public awareness of the local multi-cultural mosaic;
- creating stronger ties within the ethnic communities and between these communities and the broader community;
- providing an opportunity for citizens to participate and enjoy their own and other cultural heritages;
- providing marketing opportunities for commercial areas; and,
- revitalizing commercial areas.

ROLE OF MUNICIPAL GOVERNMENT

At present Hamilton does not have a large number of ethnic commercial villages. As mentioned previously, ethnic commercial villages evolve through a natural process in which businesses establish themselves to serve adjacent ethnic populations, and new immigrants locate where ethnic services exist. Municipal Government actions to artificially create ethnic commercial villages where markets for ethnic services do not exist would likely not be successful. Therefore, the role of the municipality should be to improve and promote existing ethnic commercial villages utilizing existing municipal programs.

This could be accomplished through the Region's existing tourism promotion publications and through the City's Business Improvement Area (B.I.A.) program.

The Region's tourism publications should capitalize on the cosmopolitan, multi-cultural nature of the City through the promotion of ethnic commercial areas.

Similarly, B.I.A.'s could use the presence of ethnic serving businesses in their areas as a promotional tool to attract customers. The locational maps showing ethnic population concentrations in the appendix of this report would be useful to determine the area of distribution of advertisements written in ethnic languages. Advertising for B.I.A.'s could also stress the ethnic serving goods and services that their members offer. Finally, B.I.A.'s that are within or adjacent to ethnic population concentrations could enhance their marketability by encouraging ethnic commercial establishments to locate within their areas.

CONCLUSIONS

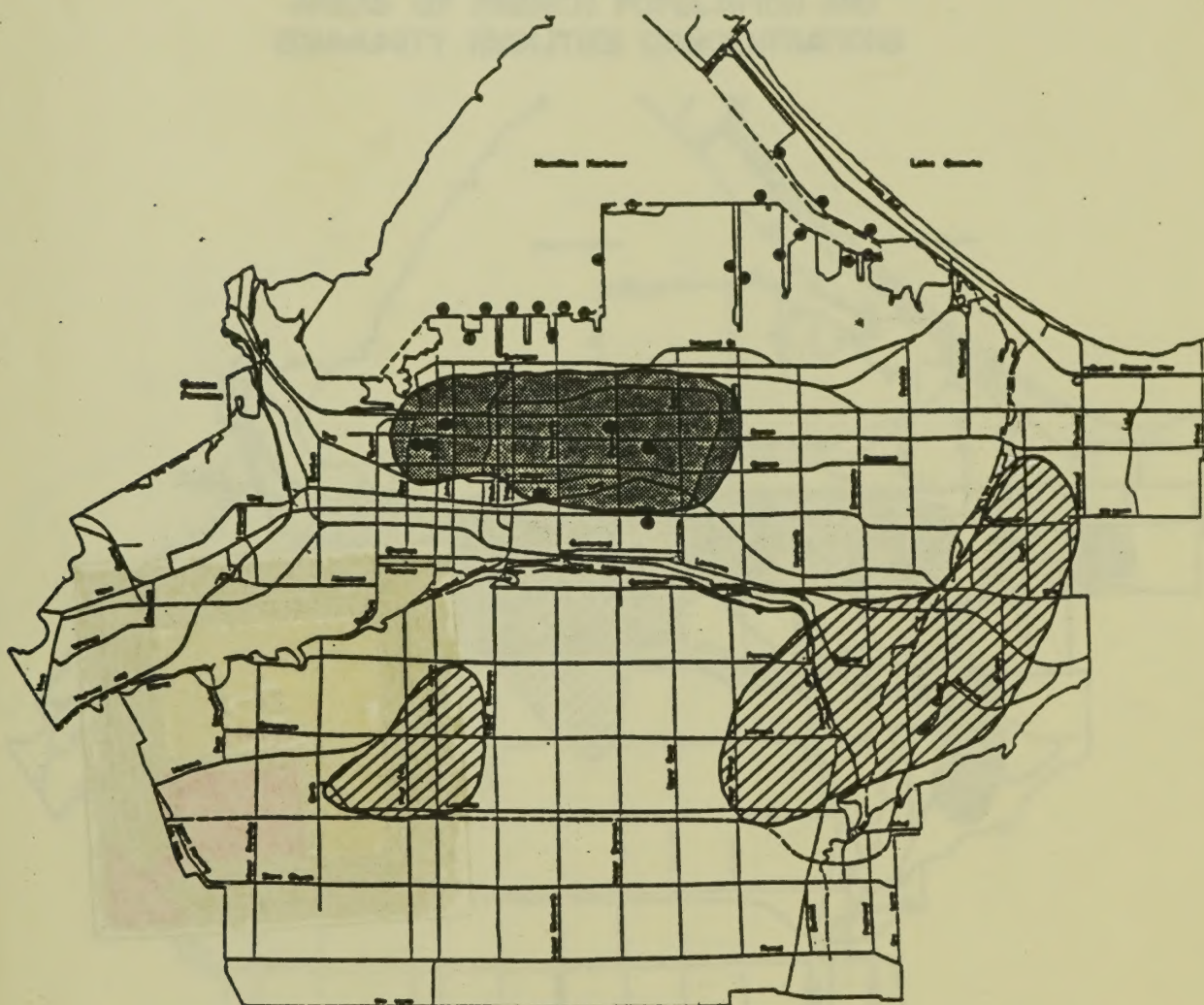
The following steps should be undertaken to improve and promote existing ethnic commercial villages:

1. where requested by local businessmen, the City, through the Community Development Department should support the creation of Business Improvement Areas to improve and promote existing ethnic commercial village areas;
2. the Community Development Department should use the ethnic population information in this report to help Business Improvement Areas to promote and enhance their ethnic commercial roles; and,
3. the Regional Economic Development Department should promote existing ethnic commercial villages through their distribution of tourism material.

D.O.:nd

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AREAS OF ITALIAN POPULATION AND
COMMUNITY FACILITIES CONCENTRATIONS



PRIMARY POPULATION CONCENTRATION



SECONDARY POPULATION CONCENTRATION

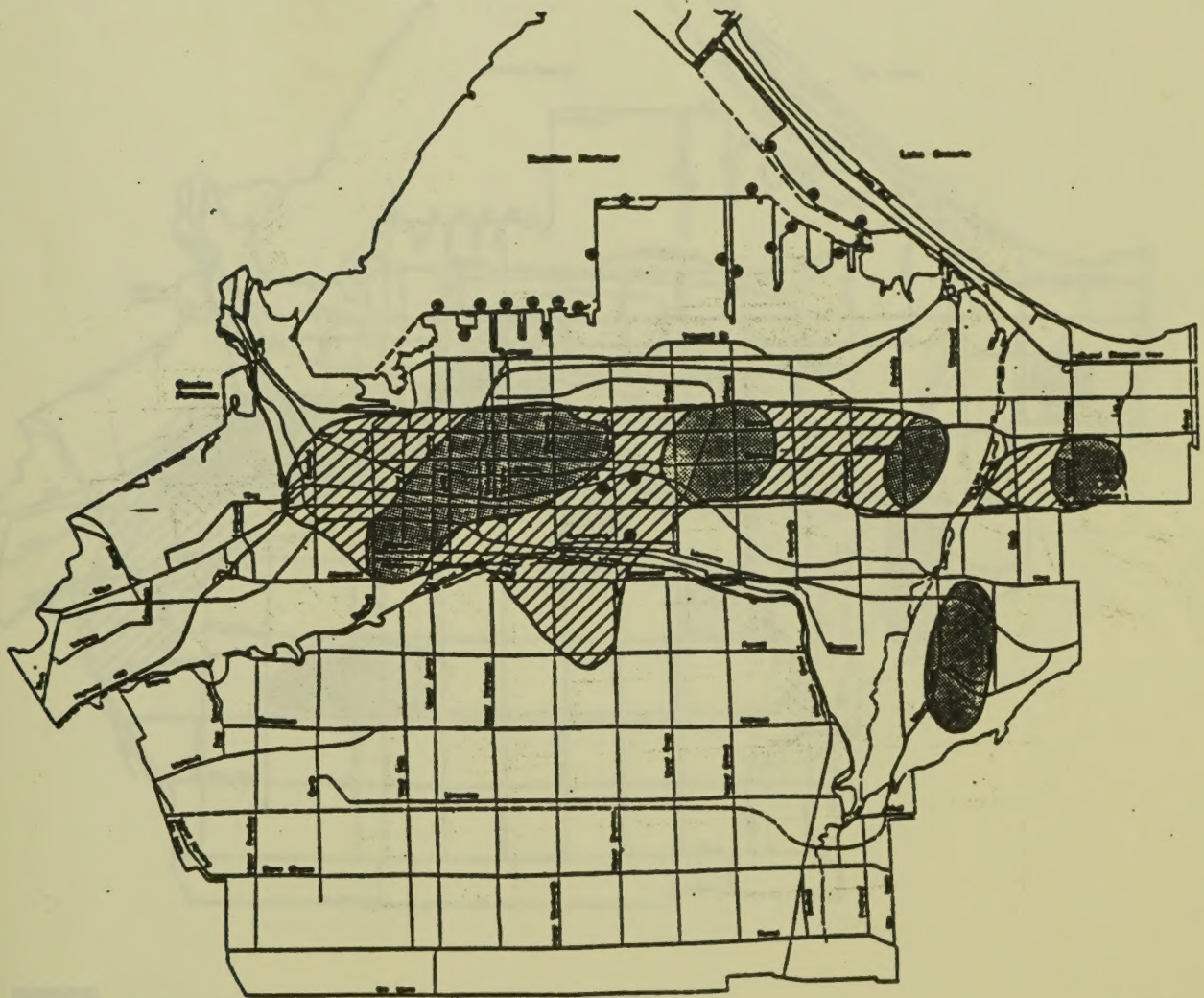


COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

MAP A2

AREAS OF FRENCH POPULATION AND
COMMUNITY FACILITIES CONCENTRATIONS



■ PRIMARY POPULATION CONCENTRATION

▨ SECONDARY POPULATION CONCENTRATION

● COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

AREAS OF GERMAN POPULATION AND
COMMUNITY FACILITIES CONCENTRATIONS



PRIMARY POPULATION CONCENTRATION

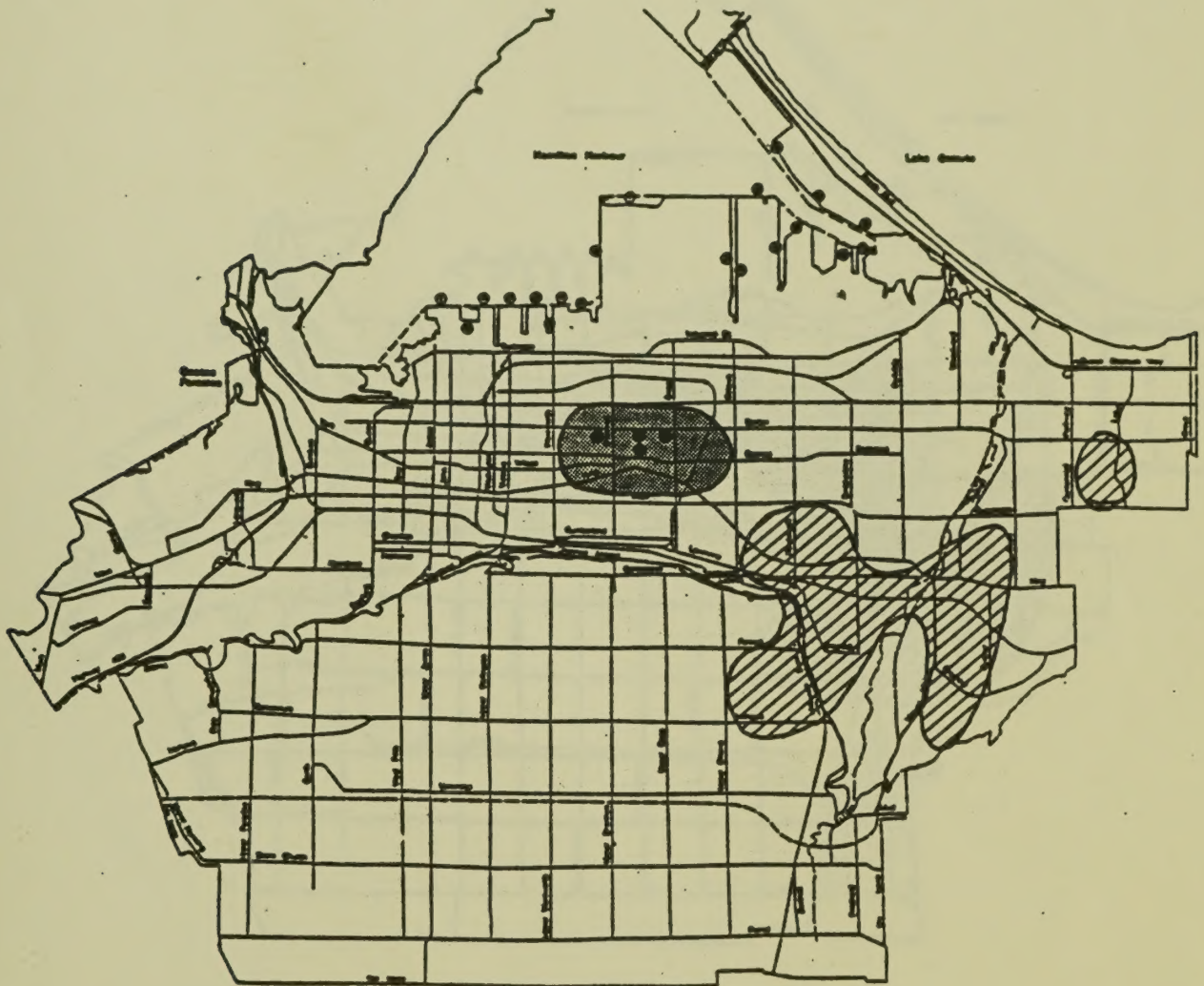
SECONDARY POPULATION CONCENTRATION

COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

MAP A4

AREAS OF POLISH POPULATION AND
COMMUNITY FACILITIES CONCENTRATIONS



PRIMARY POPULATION CONCENTRATION



SECONDARY POPULATION CONCENTRATION

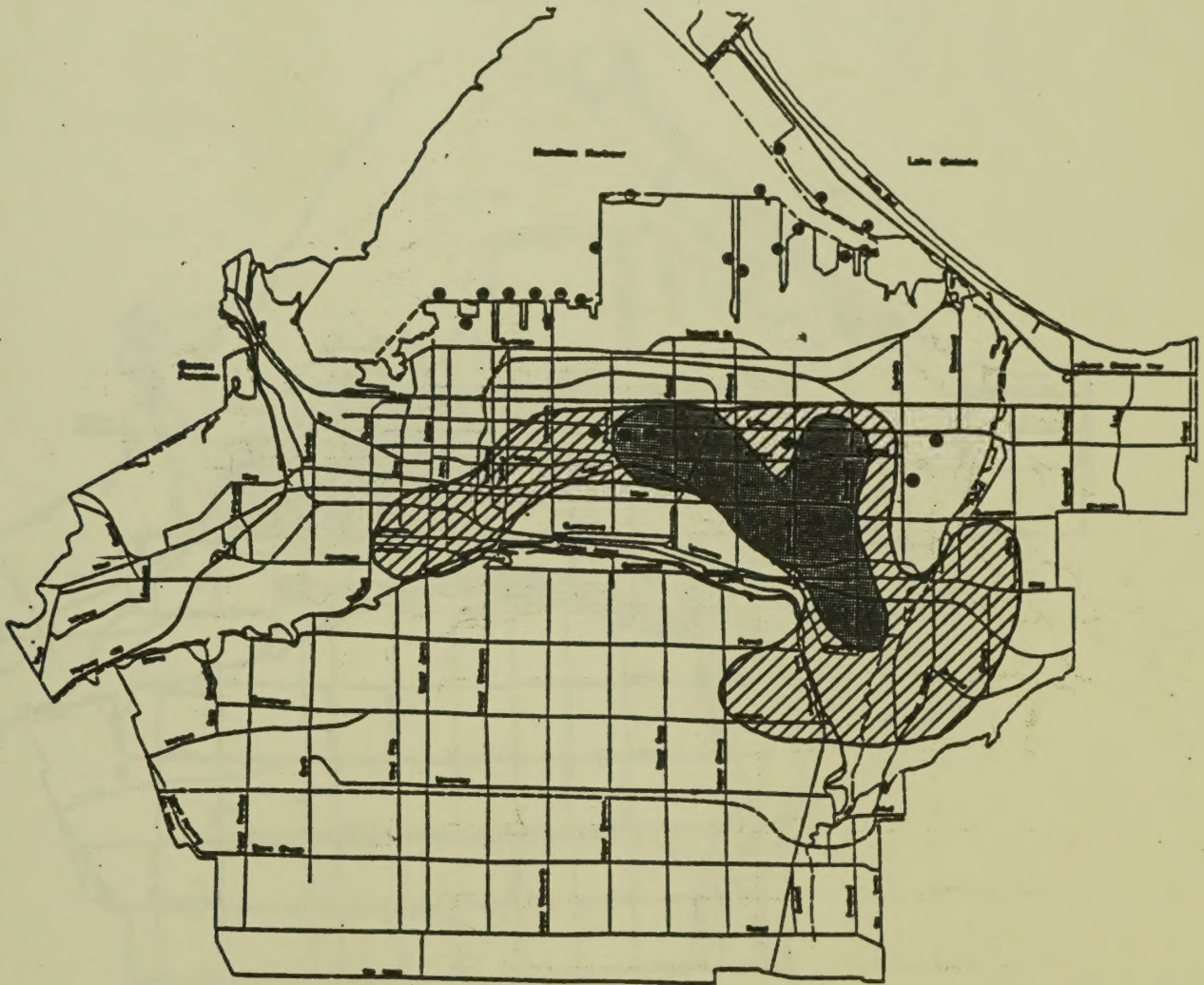


COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

MAP A5

AREAS OF UKRAINIAN POPULATION AND
COMMUNITY FACILITIES CONCENTRATIONS

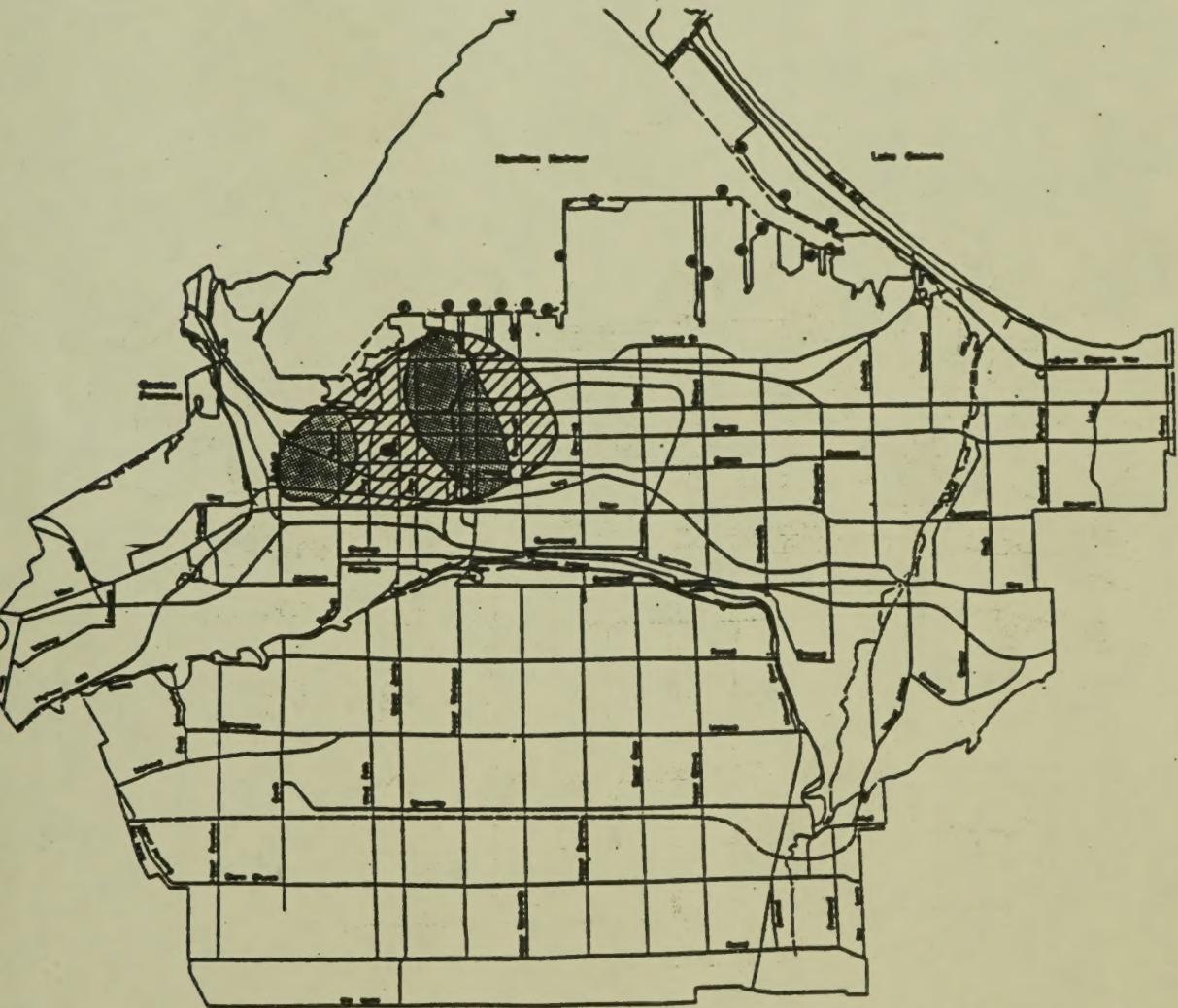


- PRIMARY POPULATION CONCENTRATION
- ▨ SECONDARY POPULATION CONCENTRATION
- COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

MAP A6

AREAS OF PORTUGUESE POPULATION AND
COMMUNITY - FACILITIES CONCENTRATIONS



- PRIMARY POPULATION CONCENTRATION
- ▨ SECONDARY POPULATION CONCENTRATION
- COMMUNITY CENTRES

Source: Statistics Canada. 1981 Census of Canada. Special Tabulation.
Hamilton and District Multicultural Council.
Ethnocultural Directory of Hamilton-Wentworth.

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